



PEDER ALBERTSON
GRAPHIC DESIGNER

244.216.7023
www.pederadesigner.com
pederalbertson.design@gmail.com

EXPERIENCE

GRAPHIC DESIGNER
Freelance - Los Angeles, CA
August 2019 – Present

Producing branding and design solutions for a range of clients, with a focus on logo development, iconography, and print collateral. For larger clients, delivering full visual identity systems including web design, branded pitch decks, Instagram content, and large-scale display graphics for trade show booths. Projects consistently involving close collaboration, strategic design thinking, and a strong emphasis on brand coherence across multiple platforms.

SOCIAL MEDIA & GRAPHIC DESIGNER
BY BRIAN - Los Angeles, CA
August 2024 – 2025

Served as the creative lead to develop Instagram reels, handling art direction, filming, and editing to align with brand storytelling and seasonal promotions. Created visually engaging email campaigns using Omnisend, including graphics for banners and layouts supporting holiday sales and product highlights. Contributed to packaging and labeling updates by assisting in the redesign and refinement of layouts to better reflect the brand's evolving aesthetic.

TEACHING ASSISTANT
ArtCenter College Of Design - Pasadena, CA
May 2021 - July 2023

Supported classroom instruction by assisting the professors with lesson planning, student critiques, and project development. Provided technical guidance and one-on-one help to students, facilitating creative growth and ensuring smooth execution of coursework. Played a key role in maintaining an organized and supportive learning environment.

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN
ArtCenter College Of Design - Pasadena, CA
Class of Summer 2025

RECOGNITION

CALIFORNIA STATE PARKS REBRAND
Work featured in ArtCenter Student Gallery
Fall 2024

SKILLS

Technical Skills

Design & Creative Execution, Branding, Typography, Motion Design, Web Design, Print, Visual Content Creation, Video Editing, Photography (Creative & Design), Digital Marketing, Social Media, Brand Engagement, Email Campaigns, Trend Analysis (Marketing & Strategy), Creative Strategy (Strategy & Planning), HTML, JavaScript, p5.js

Soft Skills

Creative Thinking, Strategic Mindset, Communication, Collaboration, Time Management, Teamwork, Adaptability, Problem Solving, Attention to Detail

Analog & Fabrication

Carpentry, Welding, Laser/Inkjet Printing, DSLR Photography, Bookbinding, 3D Printing

Software Proficiency

Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, After Effects), Webflow, Canva, Microsoft 365 (Word, Excel, PowerPoint), Google Workspace (Docs, Slides, Sheets), Slack, Miro, Asana

LANGUAGES

English (Native)
Spanish (Basic Proficiency)